



# Visit San Luis Obispo County

## Annual Report Fiscal Year: 2013 - 2014



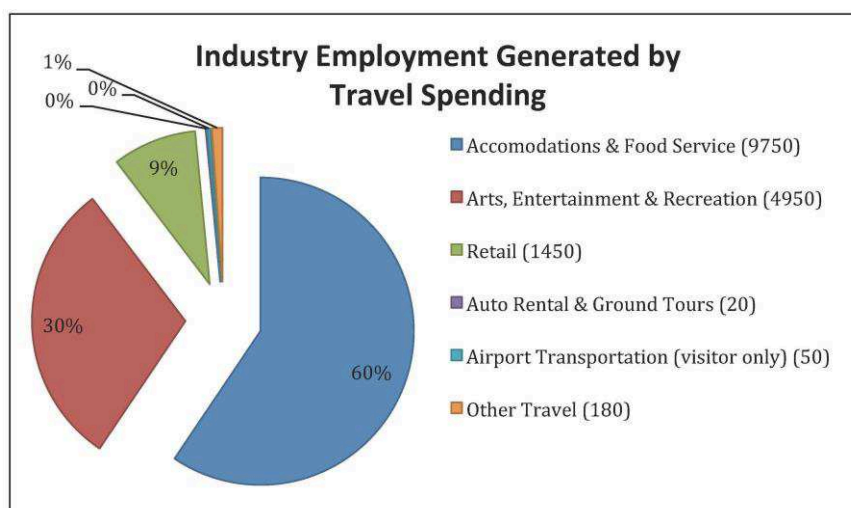
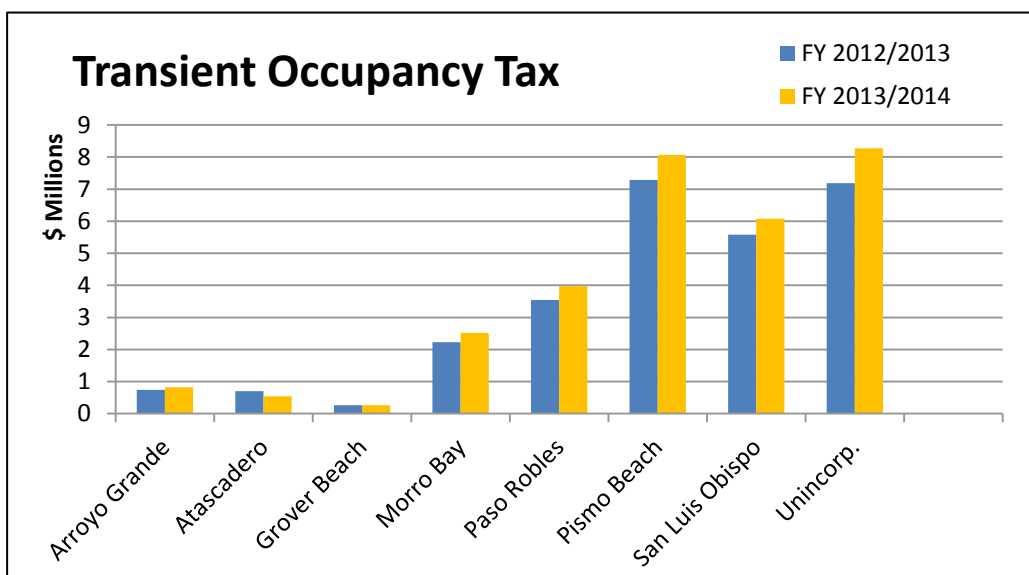
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# Brand Development

## Value of Brand Awareness

Tourism marketing is the best return on investment (ROI) for San Luis Obispo County. Tourism is the largest industry next to agriculture in San Luis Obispo County and wine tourism brings these key industries together. As Visit San Luis Obispo County (Visit SLO County) celebrated Tourism Month in May, we gathered statistics on the true impact of tourism in San Luis Obispo County and why it is proving to be the top economic driver for the county. The US Travel Association reported that nationally, travel and tourism generated \$2.1 trillion in economic output for the U.S. economy in 2013. Tourism nationally supports 14.9 million jobs, which equates to 1 in every 9 jobs depending directly on travel. The total estimated economic impact of San Luis Obispo County tourism reached \$1.3 billion. This estimated economic impact included spending in areas such as lodging, food and beverage, and retail sales. In association with this impact, total direct employment reached 16,410 jobs. Industry earnings generated by travel and tourism spending reached \$421 million, generating \$82 million of direct tax receipts supporting San Luis Obispo County. Taxes generated by tourists through transient occupancy tax (TOT) increased 8.5% (year over year). Tourism keeps local communities economically viable, creates jobs and supports local businesses.



## Website

The 2013/14 year has marked the one year anniversary of the NEW Visit SLO County website which was built to increase brand awareness. The objective of the website is to create a portal that could funnel visitors directly to communities' websites. Visit SLO County continues to work with community partners and members to add up-to-date content to the website.

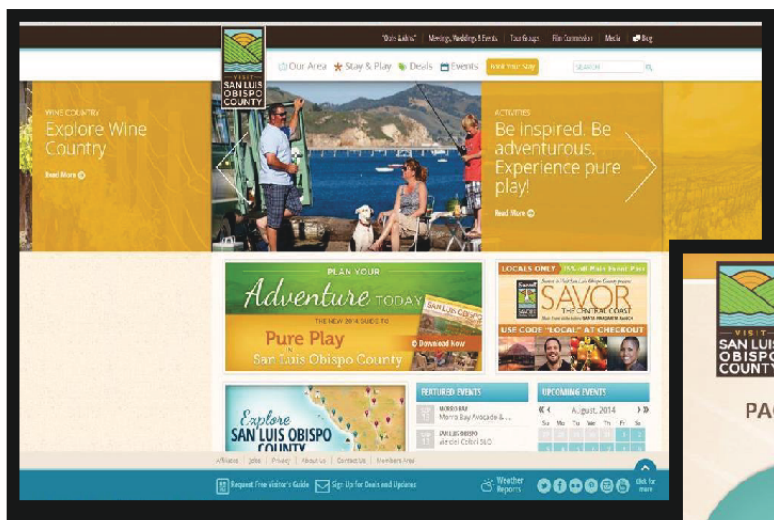
### New Website Statistics Implemented

This year, in addition to continual creation of new user-generated content, Visit SLO County and Kraftwerk Design have implemented a new tracking system for the website, to be used alongside Google Analytics. This tracking system was implemented in February of 2014. Each month, updated tracking information is generated by Kraftwerk Design, and sent to Visit SLO County for Board distribution. Statistics represented include: total page views, total visits, mobile/tablet visits, page view breakdown by events, profiles, blog and deals, profile referrals and total referrals. From February 2014 to July 2014, [www.visitsanluisobispo.com](http://www.visitsanluisobispo.com) received a total of 524,339 total page views and a total of 125,395 total visits.

### New Community Weather and Surf Reports

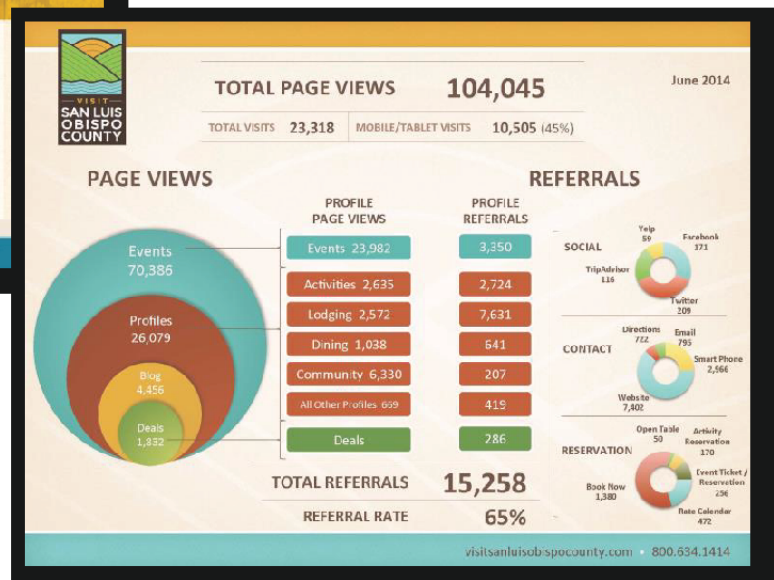
In 2014, Visit SLO County worked with Solspot to create custom weather and surf reports. All community pages contain up to date weather reporting including a 5-day forecast, wind speed and time of sunrise and sunset. In addition to this detailed weather report, the community pages of Avila Beach, Cayucos, Morro Bay, Oceano and Pismo Beach (including Shell Beach) also contain a live surf report video feed and information on tide levels.

### Screenshots of VisitSanLuisObispoCounty.com

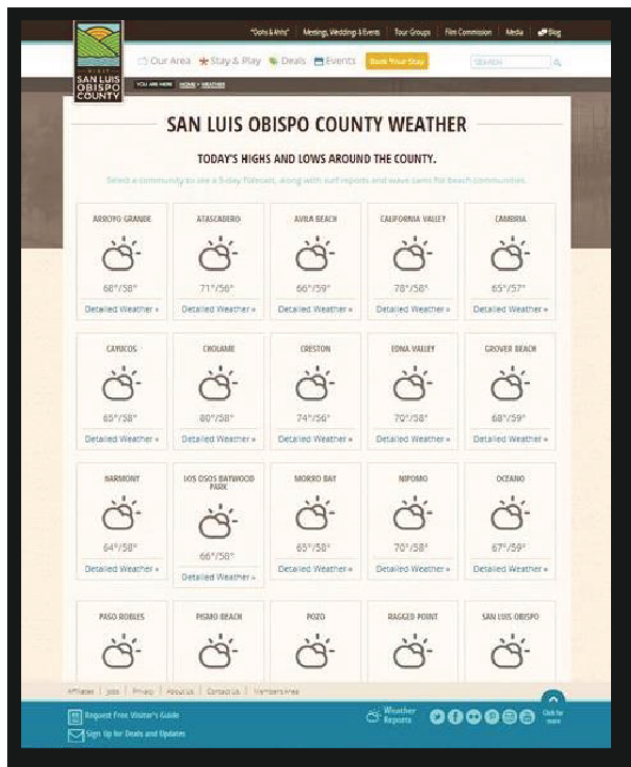


Home Page

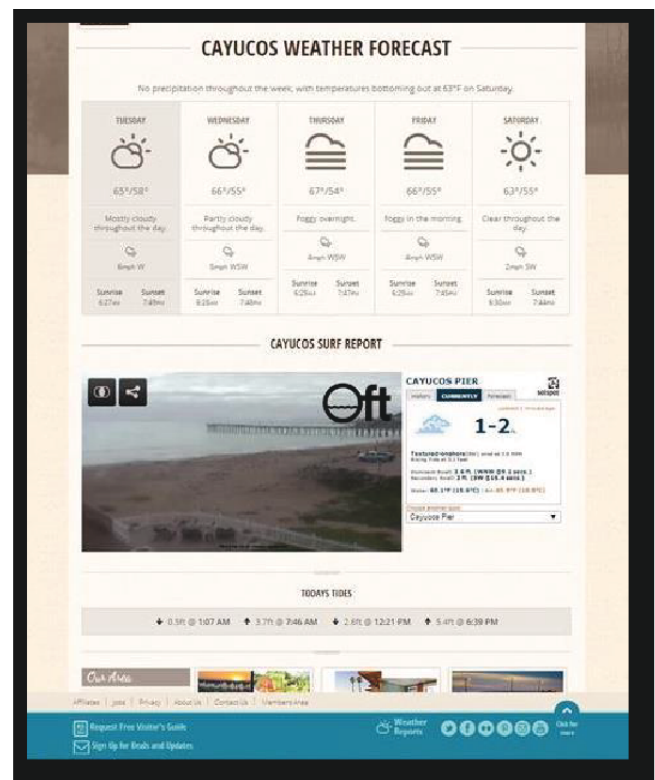
### Monthly Website Statistics







**Community Weather Reports**



**Surf Reports**

## SLO COUNTY BLOG

Visit San Luis Obispo County introduced a new website blog. There has been a steady increase in traffic during the shoulder season, reporting a 32% rise in page visits from December 2013 to February 2014. Currently, there are multiple community partners contributing to the content on the blog, allowing the blog to address various tourism related topics from an array of views including Faces of SLO County and Places of SLO County. The Visit San Luis Obispo County blog continues to grow and has a total of 23,370 views from February 2014 to July 2014. The total website referrals during this time period are 75,362.

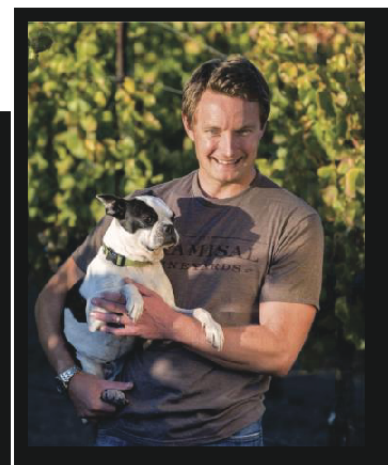
**FACES OF SLO COUNTY: COASTAL CUISINE, A FEATURE ON GREGG & KELLY WANGARD**



**FACES OF SLO COUNTY - SWEET DREAM: A FEATURE ON NEGRANTI CREAMERY**



**FACES OF SLO COUNTY: UNIQUE TERROIR, A FEATURE ON CHAMISAL VINEYARDS**

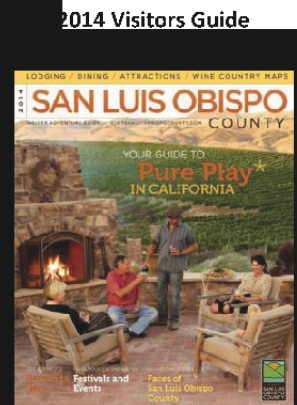


# Membership Programs

**2014 Visitor Guide** - The 2014 Visitor Guide continued with the tagline “Pure Play” to showcase the publication as the official guide to playing in California. The annual guide featured a directory of all active members, a county map and special features of local personalities.

- 2014 Visitor Guide Total Distribution: **50,000**
- Distribution through online downloads, bulk mailings and call-in requests: **12,000**
- Distribution through SAVOR: **6,500**
- Distribution to meeting planners, tour operators, group organizers, etc.: **1,500**
- Distribution through CA Welcome Centers in San Francisco, Oxnard, Pismo Beach, Burbank/Bob Hope Airport, San Jose Airport: **30,000**

**Event and Holiday Guides** - Visit SLO County continued distribution of the weekly event calendar “This Week in SLO County”. The guide is used by members to anticipate upcoming events and in hotels to provide guests with a weekly listing of events around the county. A Holiday Guide was also prepared including all holiday related events, performances and dining specials categorized by city and also included holiday hours for all member restaurants and wineries



**Tourism Vision Workshop (1/17/14)** - The annual conference was held at the PAC at Cal Poly. The event brought together over 150 Visit SLO County members and tourism partners to hear presentations on various Visit SLO County programs and industry trends. Speakers included Mike Manchak of the San Luis Obispo EVC, Traci Ward of Visit California, Matthew Landkamer and Trever Cartwright of the Coraggio Group and Stacie Jacob of Visit San Luis Obispo County. The event concluded with a networking cocktail hour at the PAC. A copy of all presentations can be found on Members Section of [www.visitsanluisobispocounty.com](http://www.visitsanluisobispocounty.com).

**Packaging Party (4/3/14)** - The annual membership networking event was held at Tolosa Winery in San Luis Obispo. Over 30 representatives from member lodging properties, restaurants, wineries and activities were in attendance. Special guest Andy Iro from UBER Car Service was in attendance to talk about the company’s new offerings in SLO County. Members were able to network through a “speed meeting” format to establish potential relationships for creating hotel packages. After the event, members enjoyed wine provided by Tolosa Winery and small bites provided by Splash Café.

**Poly Parent Adventures** - In 2014, Visit San Luis Obispo County and Cal Poly partnered together to create Poly Parent Adventures. This program offers parents of Cal Poly students during WOW (September 17-21, 2014) special value-added deals and packages, enticing them to extend their stay while in San Luis Obispo County. The NEW website page (found at [www.visitsanluisobispocounty/poly-parents](http://www.visitsanluisobispocounty/poly-parents)) launched in June of 2014. So far the program offers 16 lodging deals, 14 Wine & Dine deals, and 19 activity deals. The program will be advertised by Cal Poly to parents of Frechamnthrough email blasts and branded materials. Thus far the website has senn 2,379 visits to the page.



## Group & Leisure Sales

Building on previous efforts, the Group Sales Advisory Committee was reconstituted with a representative cross-section of destination managers and hospitality sales professionals. Areas of priority for the advisory body include maintaining and leveraging memberships in key industry associations, continuing active participation in relevant state and international trade shows and developing and supporting industry familiarization (FAM) trips.

New for the coming fiscal year are plans to initiate and develop in-state sales missions targeting meeting planners, tour operators, receptive agencies and related organizations.

### FAM Tours

- **Comptoir des Voyages FAM (9/10)** - French Tour Operators visit Hearst Castle and Cambria.
- **Visit CA UK & Ireland Super FAM 2013 (10/12)** - 11 Travel Agents + escorts; scheduled visit to Paso Robles, with stops in Pismo Beach and Hearst Castle.
- **Fitcation (10/12)** - 40 Bloggers; scheduled visits to Hearst Castle, Cambria, Morro Bay; stop in Paso Robles.
- **Go West Mega FAM (11/10)** - 6 RV's with 20 Travel Agents from Germany and Austria; 20 Travel Agents in rental cars; visit to Pismo Beach.
- **Brand USA/Visit CA China FAM (11/12)** - 20 Chinese Tour Operators; visit to Hearst Castle.
- **United Airlines FAM (2/3-4)** - 8 Travel Agents from Ireland, 1 Black Diamond/Visit CA rep, 1 UA group leader; visits to Cambria, Hearst Castle, SLO, and Pismo Beach.
- **Visit CA France FAM (5/12)** - 11 Tour Operators, 2 Visit CA (France) staff; visits to Hearst Castle and Cambria.



## Trade Shows

- **Canada Sales Mission (7/6-12/14)** - Paul Sloan represented Visit SLOC during a Canada Sales Mission hosted by Visit California. The trip involved presentations and sales calls to key tour operators, travel agents, and call centers in Montreal, Toronto, and Vancouver, Canada. 600 Visitors Guides were distributed; destination presentation webinar recorded for ongoing use by Visit CA Canada.
- **LGTB Wedding Expo (11/10/14 Los Angeles, CA)** - 1,000 attendees; participating partners included Madonna Inn, SeaCrest, SeaVenture, and Sycamore Mineral Springs. Onsite sweepstakes gathered contact info for 70 entries planning weddings.
- **Go West Mega FAM Workshop Presentations (11/12-13/14 San Francisco, CA)** - Participated in series of workshops and destination presentations to 85 German travel agents and tour operators.
- **GSAC (11/14)** - Sales Mission to San Jose /Nor Cal market focusing on Bay Area meeting planners. Attendees included planners from Intel, HP, Stanford, Frosch, Conference Direct, David & Lucile Packard Foundation, and others. Contact info for approximately 60 meeting planners expressing interest in San Luis Obispo County collected.
- **Cal SAE Seasonal Spectacular (12/11/13)** - Participation in one-on-one scheduled appointments with Association Executives; Seasonal Spectacular trade show booth in partnership with Martin Resorts, Cambria Pines Lodge, Cal Poly and Travel Paso Robles Alliance. 150 contacts collected.
- **NTA Convention (2/16-20/14)** - NTA (2/16-20/14 Los Angeles, CA) – One-on-one meetings with domestic and international tour operators and inbound receptive agencies; discussions for tourism product development and distribution. Planning for upcoming trade shows including: IPW (4/5-9/14 Chicago, IL) and Visit CA Media Reception (4/29 San Francisco, CA)
- **IPW (4/5-9/14)** - 50+ appointments; met with tour operators and media representatives from 20+ countries and destinations. First time Visit SLO County branded pavilion approach with partners deemed highly successful. Partners in the Visit SLO County booth: Hearst Castle, Martin Resorts, Sands Inn & Suites, SeaCrest OceanFront Hotel and Travel Paso Robles Alliance. Shown partners in the branded SLO County section: Pismo Beach CVB, Dolphin Bay Resort & Spa, Hilton Garden Inn of Pismo Beach and Boutique Hotel Collection.



Sacramento (12/11)





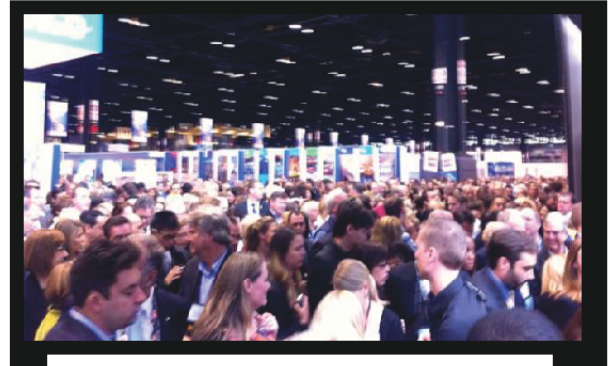
**San Jose Meeting Planner  
Event in San Jose at  
J. Lohr facilities (11/14)**



**Brand USA/Visit CA China FAM at Hearst  
Castle (11/12)**



**Paul Sloan and partners at IPW Chicago  
(4/5-4/14)**



**IPW Chicago (4/5-4/14)(12/11)**

## Public Relations 2014

Visit San Luis Obispo County continued work with contractor Black Ink PR, whose Los Angeles and San Francisco bases work well towards attracting more media coverage from these important feeder markets. This year's more streamlined scope for the PR team --Margot Black and Jeanne Sullivan -- focuses mainly on securing top tier media participation and coverage for our signature event, Sunset SAVOR the Central Coast. Last year they generated publicity reaching over 375 million impressions --with an ad value of nearly \$11.5 million and publicity value of almost \$35 million. At the November board meeting, hoteliers commented that the significant publicity raised awareness of the destination, contributing to one of the strongest November/December occupancies in recent memory.

Black Ink PR accomplished this by adding stricter criteria for hosting media at the event and in the destination, focusing limited resources towards high-impact, brand-supporting journalists with reach in key target markets -- including national. Now in their third year promoting SAVOR, they've secured a strong mix of broadcast, online and print media, choosing mostly journalists who could offer pre-publicity to boost ticket sales.

Black Ink PR also assists on limited bases with destination PR for San Luis Obispo County, creating press releases that hit on key brand-supporting travel themes, like unplugged vacations, family getaways, wine and food travel, outdoor recreation and more. They also secure interest from media they are pitching to visit the destination and write about the year-round experience in SLO County. They also monitor media leads daily, sharing the latest destination developments with the right media for Visit SLO County and their partners. As a direct result of their efforts, this year national travel expert Peter Greenberg travel editor at CBS TV nominated San Luis Obispo County as one of the top five travel destinations for 2014.



They measure results through third-party sources, such as PR Newswire and Vocus media software to ensure credibility.

All programs tout the county's assets to position SLO County as the place to play on California's Central Coast. The strategy targets consumer audiences within California's drive markets as well as national lifestyle and travel media outlets. Public relations programs this year included:

## Earned Media Coverage

San Luis Obispo County was featured in many notable publications in the last year. Securing placements through earned media is among the most benefitting ROI for tourism marketing.

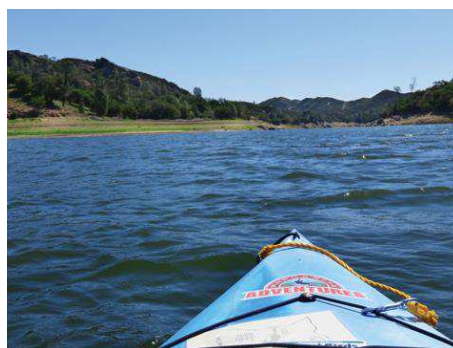
Highlights include articles/coverage in:

- **Local Media**  
KCOY, KSBY, *The Tribune*, *New Times*, *Pacific Coast Business Times*, 805 Magazine, Access Publishing, *Indulge* Magazine.
- **Regional Media**  
The Washington Times, *Pacific Coast Business Times*, *Gourmet Getaway*, *San Mateo Daily Journal*, *San Francisco Chronicle*, *Arizona Republic*, *Westways*, *Los Angeles Times*, *Santa Barbara Independent*, *Western Outdoor News* Touring and Tasting Magazine.
- **National Media**  
*Boston Herald*, *The Taste*, *Sunset Magazine*, *Chicago Tribune*, *USA Today*, *CBS This Morning*, *Steve Harvey Show*, *Condé Nast Traveler*, *Wine Enthusiast Magazine*, *Passport Magazine*.
- **International Media**  
*The Mail*, *Japan Airlines "Skyward" Inflight Magazine*, *Australia Sunrise TV*, *Vancouver Sun*, *Queensland Country Life*, *Visit CA Japan Guide*.
- **Radio and Online Media**  
*JohnnyJet.com*, *BedandBreakfast.com*, *Canada.com*, *WanderingWino.com*, *WSJ.com*, *OffMetro.com*, *TravelswithTwo.com*, *CNN.com*, *DogChannel.com*, *TheGaurdian.com*, *SFGate.com*.

*Passport Magazine* features  
"Paso Robles Wine Country"  
in an eight page spread in the  
August Culinary Issue  
which highlights the  
entire SLO County.



*Santa Barbara Independent* features  
Margarita Adventures' Kayaking Tour,  
paddling in lake Santa Margarita



*Los Angeles Times*: Weekend Escape,  
Templeton CA



## Press Releases

Visit San Luis Obispo County and Black Ink PR produced several press releases throughout the fiscal year focusing on special Visit SLO County programs and projects as well as targeted vacation planning itineraries and information. A few of these releases were pushed out through all media platforms:



- *Paso Robles Named Wine Region Of The Year 2013.* Wine Enthusiast Magazine announced today that the Paso Robles American Viticultural Area (AVA) has received the honor of being named the 2013 Wine Region of the Year in the magazine's annual Wine Star Awards. Paso Robles Wine Country, located along California's famed Central Coast, is midway between Los Angeles and San Francisco with over 200 wineries and 32,000 vineyard acres. The region's winemakers, growers and industry are ecstatic to be held in the highest regard among some of the world's greatest wine producing regions with this incredible award.
- "What's New in SLO County" created and distributed press release focused on new summer happenings and activities around the county through all media channels. The release garnered a publicity value of \$622K as of 7/16/14.
- *Life in the SLO Lane* (8/1) featuring family vacation ideas in SLO County garnered a reported publicity value of \$740K
- "SLOW" Down for the Holidays with Pure Play in San Luis Obispo County's Charming Coastal, College and Wine Country Towns (11/21) distributed through PR Newswire, local media list, and on website; 23,493K impressions, \$587K ad value, \$1,762K publicity value to date.
- *California Central Coast* named #4 Travel Destination in USA by Lonely Planet (12/11): Media alert distributed through Lonely Planet.
- *Return to Pure Romance* in San Luis Obispo County, California (01/23): Press release distributed through PR Newswire and local channels. 5,741K impressions were generated with an estimated \$574K media value.

## Press & Media Visits

Visit SLO County hosted domestic and international travel writers representing both regional and international organizations. These familiarization trips introduced representatives from the following to the county:

- Boston Herald, Pour Le Plaisir (Canada) , London Evening Standard (UK) , Development Counselors International (Canada), Sunday Times Travel Magazine (UK), A/R Magazine, Melanie Wynne – Travel Blogger, San Mateo Daily Journal, Hidehiko Kuwata - Visit CA Japan California Wine Travel Guide, Westways Magazine – Writer Rachel Ng, Alle Falde de Kilimangiaro - Visit CA Italy, L'Art des Jardins - Visit CA France.

## Public Relations Events

Visit SLO County participated in the Visit California San Francisco Media Event (10/23-24/13) to target key media outlets and coordinate desk side briefings. We participated alongside Hearst Castle, TPRA and Martin Resorts. Three story ideas were submitted for use in event media packets. Through the event, Visit SLO County distributed branded preloaded flash drives containing itineraries, photos, and story ideas to over 88 qualified media personnel.

## Countywide Themed Events

**Restaurant Month (January 2014)** - The month long promotion offers great meal deals for great prices in an otherwise slow month for restaurants. In January 2014, 45 SLO County Restaurants participated in this yearly promotion, representing 8 SLO County communities. Restaurant Month signed up seven new Visit SLOC members. Chef Julie Simon of Thomas Hill Organics Restaurant in Paso Robles was one of five CA chefs to be featured on Visit CA's Knife Point Interviews. A total of 39,113 dining related visits were made to the Visit SLO County

Website, with over 25,000 visits to the Restaurant Month splash page. Media partners included KSBY, KRUSH/AGM, KJUG, KZOZ, KIQO, Tolosa Press, New Times and KCBX 13. Coverage included media from San Luis Obispo Tribune, SF Gate & San Francisco Chronicle, SLO Visitors Guide, Cal Coast News, Lompoc Record, NewTimes SLO, Off Metro Blog, NBC BayArea, Tolosa Press, KSBY, and CRN Radio.

**Dog Friendly Month (April)** - This monthly thematic focused on creating content and buzz around San Luis Obispo County as a dog friendly destination. Visit San Luis Obispo County partnered with the Woods Humane Society to help promote their Wine 4 Paws event, and also created blogs on local pet-friendly vacation ideas. A Top Dog photo contest was conducted on Facebook, Twitter and Instagram with 38 entries. The winner was awarded a two night stay at the Dolphin Bay Resort & Spa, a \$50 gift card to Hoppe's Bistro, wine tasting at Eberle Winery, Vina Robles Winery, and Bianchi Winery, as well as a bag full of dog goodies from CloudStar. DogTrekker.com continued to cover San Luis Obispo County throughout the month of April. A total of 2,634 visits were made to the Visit SLO County Blog in April, where all content focused on dog-friendly partners. The Visit SLO County Facebook page saw over 96K impressions throughout April, with 96 new likes.

**Tourism Month (May)** - Visit SLO County kicked off Tourism Month by preparing a press release to show how important tourism is to our local economy. The information was then presented at a National Travel & Tourism Week launch party, held at Luis Wine Bar on May 1 in San Luis Obispo. Blogs throughout May focused on local tourism partners, the Amgen Tour and Bike Month, which also was celebrated in May.



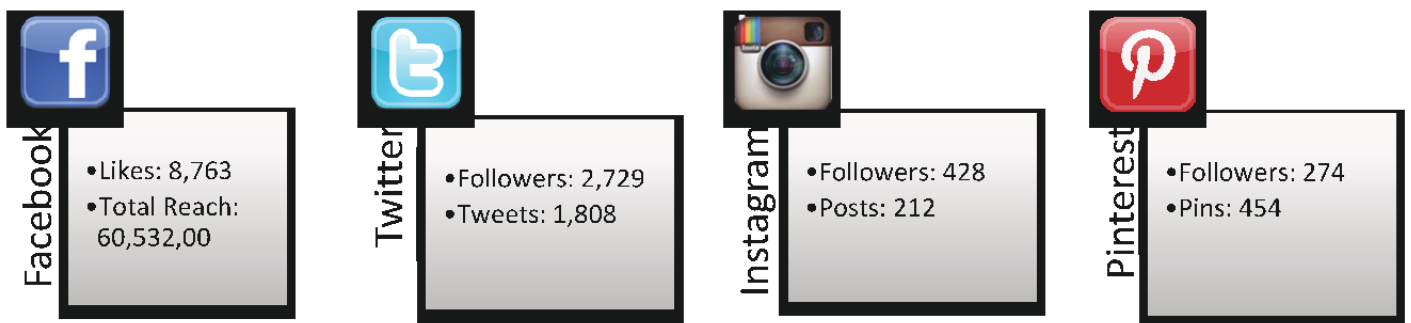
## Social Media

These media outlets provided an opportunity to leverage and build traffic by working collaboratively with community partners to tout local happenings and to position the Visit SLO County social media platform as *THE* place for insider information.

### Visit SLO County Social Media Statistics



### SAVOR Social Media Statistics



## Marketing

### Co-Op Advertising

Cost effective co-op advertising opportunities give our members a chance to advertise in more prominent publications that may otherwise be too expensive to advertise in individually. Co-op advertising opportunities in 2013 - 2014 included the *Fresno Bee*, *Bakersfield Californian*, *805 Living*, *Smart Meetings Magazine*, and the *California State Visitors Guide*.

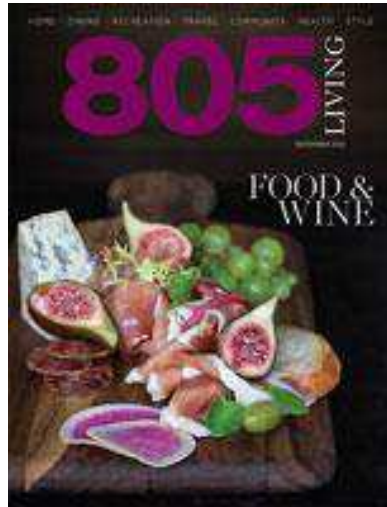
### Retail Co-op Advertising

Full page advertisements were taken out in *Fresno Bee* and *Bakersfield Californian* publications monthly as well as full page ads in the January and April issues of *Smart Meetings Magazine*. Countywide advertorial accompanied all co-op advertisements.





Monthly eSpecial



805 Living



805 Living



## Film Commission

The San Luis Obispo County Film Commission (SLOCFC) continues to see increased activity throughout the fiscal year. The diverse geography, winding country and coastal roads, and proximity to Los Angeles makes San Luis Obispo County an easy choice for filming and still shooting. The Film Commission staff continues to develop a location library of images which is now visible on [VisitSanLuisObispoCounty.com](http://VisitSanLuisObispoCounty.com). Recently, SLOCFC also met with the County of San Luis Obispo Film Permitting Department, to discuss collaboration and reporting. The SLOCFC participated in many additional programs this year including the following:

- **San Luis Obispo International Film Festival** - The SLOCFC partnered through a sponsorship with the San Luis Obispo International Film Festival, March 5-9, 2014. This year the festival celebrated its 20th year and was recently featured in MovieMaker Magazine.
- **CALIFORNIA FILM COMMISSION 'LOCATION CALIFORNIA' MAGAZINE** - Oceano Dunes were highlighted as a featured filming location in the annual magazine that came out in January 2014 (10K worldwide circulation with online download).
- **THE WHITE ORCHID** - The independent feature film starring Olivia Thirlby ([Juno](#), [Dredd](#)) and Janina Gavankar ([True Blood](#)) filmed for nearly three weeks in locations including Montana De Oro, Bayshore Bluffs Park in Morro Bay, and various private properties in Morro Bay and Harmony.
- **Animal Planet** - John Daniels and his fraternal twin brother, Ron Daniels, of Paso Robles co-founded Daniels Wood Land which is the focus of the reality show "Redwood Kings"



- **Notable Credits in 2013 -2014**

**Print**

- Trina Turk Clothing Catalog, Oceano Dunes
- Kawasaki Ninja Motorcycle, Hwy 59
- V6 Truck Test, Oceano Dunes
- Rennie Solis, Oceano Dunes
- Visit California Film Commission Location Magazine

**Commercial**

- Land Rover, Oceano Dunes
- General Electric, various SLO County locations

**Television**

- PSY Music Video Shoot, Oceano Dunes
- Mac Miller and the Most Dope Family
- Hallmark Movie - Christmas Belle, Downtown Paso Robles and Halter Ranch Winery
- The California Mission Ride, Oceano Dunes
- Travel Channel's Trip Flip, Oceano Dunes
- Redwood Kings, Daniels Woodland, Paso Robles
- Decoding Desire, Elephant Seals
- ITV's This Morning Program in UK, Hearst Castle
- Feature Film White Orchid
- ABC's The Taste
- Lady Gaga music video at Hearst Castle
- Reality Show - Beach Front Bargain Hunt
- Madison Scott music video
- Life-Cycle of the Great White Shark

**Web**

- Project Compound, Oceano Dunes
- Brand USA/Visit CA Int'l featuring SummerWood Winery



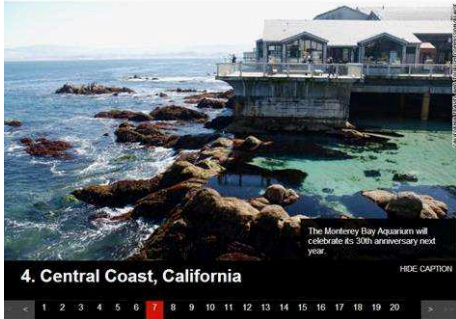
**video at Oceano Dunes (7/23)**



**Amphitheatre (8/16)**

## Top 10 U.S. spots to visit in 2014

By **Katia Matterer**, CNN  
updated 2:35 PM EST, Thu December 12, 2013

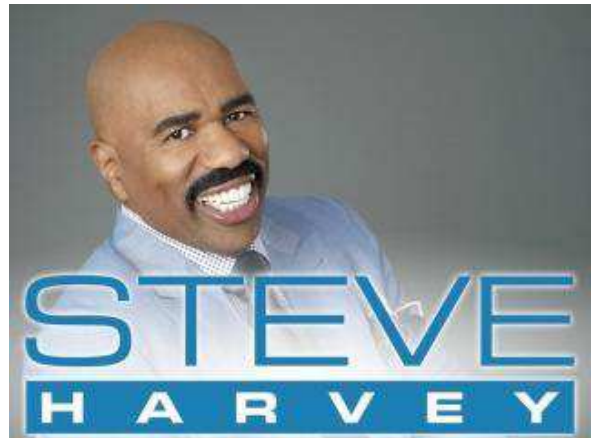


4. Central Coast, California

### STORY HIGHLIGHTS

(CNN) -- Inrepid travelers need not leave the United States to find distinctive cities, spectacular open spaces and wide beaches to explore.

**CNN Travel lists The Central Coast as the #4 place in the US to visit**



**The Steve Harvey Show has a daily viewership of 2.5 million. On the February 4 show they gave away a trip to Paso Robles!**



**Daniels Wood Land on Animal reality show, *Redwood Kings***



**Music video filmed at Hearst Castle with superstar Lady Gaga**

# Sunset SAVOR the Central Coast

## Sunset SAVOR the Central Coast

Sunset SAVOR the Central Coast has become a key marketing program of Visit SLO County with year round promotions most heavily focused during the months of May through October. The fourth annual event held September 26-29, 2013, saw steady growth in total attendance from 2012 to 2013.

Total Attendees: **10,588**

Attendee Data:

- **Over 60%** of attendees have an average household income **over \$100,000**
- **56%** of Attendees are **between 45 – 64** years of age
- **35.5%** from out of county / **67.5%** San Luis Obispo County

- 5% out of state (33 states represented and Canada)
- 16% from Southern CA / LA area
- 11% from Bay Area

Of the total attendees 3,812 or 36% participated in an event in addition to the main event festivities.

Total Economic Impact: **\$4.54 million** (27.2% increase from 2012)

- Total Economic Impact from attendee spending: **\$1.21 million**
- Economic Impact from operations/preparation: **\$3.04 million**
- Economic Impact from Vina Robles Concert Event: **\$0.28 million**
- Total dollars spent by attendees: **\$0.92 million**
- Average Out-of-Town Visitor spending for lodging: **\$372.40** per person
- Average ticket price per attendee: **\$71.27**
- Estimated local sales tax generated: **\$71,072**
- Average length of guest stay: **2.45** days (up 5.6%) with an average party size of **3.33** persons

Public Relations Data:

- Total Media Impressions: **395.5 million** (304.4 million /23% increase over 2012)
- Publicity Value: **\$34.4 million**
- Media hosted: **25+**
- Key publication coverage: 7x7 San Francisco, About.com, Huffington Post, LA Times, NBC Bay Area – Worth the Trip, Pauly and Monks show (LA), Oakland Tribune, Examiner.com, Sunset, Westways, Grape Encounters, etc.

## SAVOR 2013 Events



**Adventure Tour –  
Blending Peace,  
Serenity and Spice  
in the Garden**



**Sunset on the  
Sand in Pismo  
Beach**



**Sunset in the  
Vineyard at  
Vina Robles  
with Colbie  
Caillat**



**Main Event –  
Chef Central**



**Vons Music  
Stage and  
Tasting Garden**

## SAVOR 2013 Media and Marketing

**Total Media Coverage:** 395.5 Million Impressions

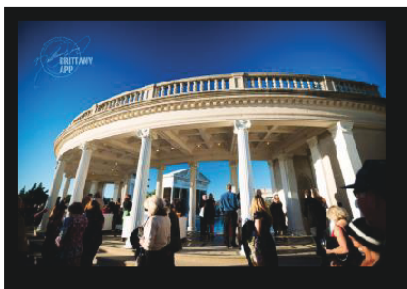
**\$35,004,520 Publicity Value**

**Paso Robles Media Preview (June)** - Visit SLO County hosted new Sunset Editor – in Chief, Peggy Northrop to a full preview of SAVOR and a special luncheon at Artisan in downtown Paso Robles. Sunset staff and local media attended the preview. Nearly 10 journalists attended including AGM, Grape Encounters and The Tribune.

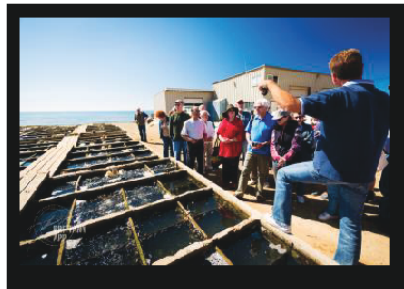
**Media at SAVOR-** Visit SLO County offered a media lounge at the main event for press interviews and radio feeds. More than 50 pre-qualified media attended the weekend. Radio interviews, social media integration and other great publicity were generated during the event.

### Celebration Weekend (5/31-6/1/14)

Celebration Weekend, held at *Sunset* Magazine Headquarters in Menlo Park, is the sister event to *Sunset* SAVOR the Central Coast. Visit SLO County and several of partners were heavily represented at this 2-Day food and wine festival. We were located in the coveted inner courtyard featured as the 'SAVOR Courtyard' along with Pasolivo Olive Oil, Therabee Honey, Paso Almonds, the American Lamb Board, the Monterey County Vintners & Growers Association, San Luis Obispo Wine and Paso Robles Wine Country Alliance. Visit SLO County distributed Visitor Guides, signed up more than 700 for its email list and handed out SAVOR bags.



Sunset at Hearst Castle



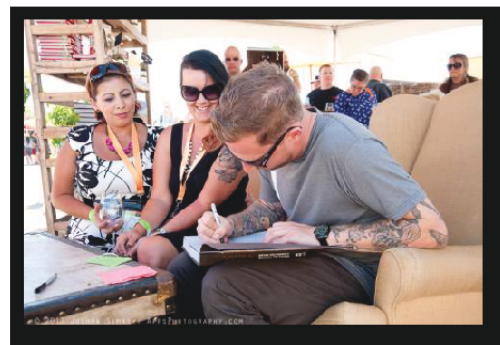
Adventure Tour – Indulge in Abalone on the Cliffs of Cayucos



Adventure Tour - Lasso the Wild West at Madonna Inn



Pacific Coast Railroad Train at Santa Margarita Ranch Train



Celebrity Chef Michael Voltaggio Book Signing



# Strategic Partnerships

Building trust among tourism constituents and government partners, Visit SLO County continued to position itself as a trustworthy resource to disseminate tourism information within San Luis Obispo County. Furthermore, strengthening regional and statewide relationships helps to grow sales and strengthen marketing opportunities.

## Industry Relations

- **Brand USA** - A national tourism campaign encourages the world to choose the USA. A gateway to leverage increased international travel to California and SLO County. Visit SLO County hosted a Mega FAM resulting in footage being created for future Brand USA marketing pieces.
- **Visit California** - Statewide organization focused on keeping California at the top of travelers' minds. Synergies in working with this group are critical to keep SLO County positioned as the must see destination on the Central Coast. Attended the Visit CA Outlook Forum (March, 2014) in Pasadena. Visit SLO County works to host many international media and travel groups in the region. Groups and media from Japan, France, United Kingdom, Canada and many others were hosted this past year.
- **Central Coast Tourism Council (CCTC)** - Connection for SLO County to ensure international tour groups and media visit and stay in SLO County. Visit SLO County holds a board seat to ensure your voice is heard.

## Local Partnerships

- **SLO County Airport** - Efforts continued with the County Airport and EVC to demonstrate that local businesses will pay the required price structure and guarantee revenue for more direct flight service. Visit SLO County attends meetings at United and SkyWest and continues to serve as a strategic partner to attract additional air service.
- **Economic Vitality Corporation** - Worked on Uniquely SLO to lead and implement the efforts of this program focusing on wine, food and tourism industries special to this county. Continued collaboration on airport marketing.
- **Performing Arts Center** - Hosted the Visit SLO County Annual Tourism Vision Workshop and a series of Board meetings in partnership with the Performing Arts Center.



For additional information on Visit San Luis Obispo County programs and projects, please contact (805)541-8000 or [info@visitsanluisobispo.com](mailto:info@visitsanluisobispo.com).